

Message Text

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PAGE 01 QUITO 01594 062320Z

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ACTION CU-04

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FM AMEMBASSY QUITO

TO SECSTATE WASHDC PRIORITY 4702

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 1594

E.O. 11652: N/A

TAGS: SCUL

SUBJECT: BUSINESS MANAGEMENT SEMINAR

REF: STATE 42095; QUITO 1389

1. FOR QUITO SEMINAR (APRIL 3-5) TOPICS AS FOLLOWS:

A) FOR ECUADOREAN SPEAKERS: "HUMAN RESOURCES IN THE ECUADOREAN BUSINESS, PROBLEMS OF PERSONNEL AND RECRUITMENT," "NE OPPORTUNITIES FOR ECUADOREAN BUSINESS," "MODERNIZATION AND TECHNOLOGICAL INNOVATION FOR ECUADOREAN BUSINESS, " AND "NATIONAL POLICY FOR FINANCING BUSINESS".

B) FOR REPRESENTATIVES OF U.S. BUSINESS FIRMS, "THE COMPUTER IN THE MODERN AGE" AND "DEVELOPMENT OF AN INTEGRATED BUSINESS EQUIPMENT FOR YOUR FIM"; AND

C) FOR U.S. (STAG) PROFESSORS, "THE GLOBAL PERSPECTIVE, WHAT IS AHEAD FOR BUSINESS", "WHAT KIND OF FINANCIAL POLICY FOR BUSINESS IN AN AGE OF INFLATION?", "DYNAMIC PLANNING AND DIRECTION OF THE MODERN BUSINESS" AND "NEW IDEAS IN BUDGETING AND FINANCIAL CONTROL".

D) DRUCKER MANAGEMENT FILMS TO SUPPLEMENT LECTURES.

2. REF PARA 1, C, CAO TALKED MARCH 6 WITH STAG'S STEINER AND AUBEY TO DIVIDE TOPICS.

3. BOTH STAG'S IDENTIFIED SPECIALTY AS FINANCE WITH LITTLE BACKGROUND IN ADMINISTRATION AND ORGANIZATION OF BUSINESS AND PERSONNEL AND EXECUTIVE TRAINING. AUBEY
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CAN HOWEVER HANDLE INTERNATIONAL TOPIC, "GLOBAL

PERSPECTIVES."

4. PENDING OUTCOME OF STEINER"AUBEY PHONE CONVERSATION,
FINANCIAL TOPICS WILL BE HANDLED BY STEINER UNDER "TOPIC OF
BUDGET STRATEGIES FOR BUSINESS, PART 1 AND 2."

5. POST EXPECTING PHONE CALL SOONEST FROM STEINER OR AUBEY
TO FINALIZE TOPICS NEEDED FOR PRINTING OF INVITATION, PUBLICITY.

6. GUAYAQUIL SEMINAR (APRIL 7-9) PLANNED FOR OPENING
EVENING APRIL 7 WITH ONE LEAD OFF LECTURE FOLLOWED BY
A) ONE INDEPTH LECTURE BY STAG EACH MORNING AND AFTERNOON
APRIL 8 AND 9, B) TWO LECTURES, REPRESENTATIVES U.S. FIRMS
AND C) NO LECTURES BY ECUADOREANS. FULL PROGRAM FOLLOWING.

7. NEED BIODATA, PHOTOS ON BOTH STAG'S.
BREWSTER

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